

# CORE HYDRATION® AND CLASSPASS TEAM UP TO HYDRATE THE MASSES ON NATIONAL HYDRATION DAY

## The Water Brand to Giveaway Ten Free ClassPass Class Credits to 4,000 users on June 23 to Help Consumers Find Their Core

**FRISCO, Texas, June 15, 2023** – In celebration of National Hydration Day on June 23, water brand, Core Hydration®, and ClassPass, the leading fitness and wellness membership, are encouraging consumers to prioritize hydration as part of their wellness journey. Whether it's stretching at yoga, boxing, or relaxing at a sound bath, Core Hydration® will help consumers find their balance through hydration and fitness. In honor of National Hydration Day on June 23rd, Core Hydration is giving the first 4,000 ClassPass users who check out the hydration tips on [this blog post](#) from the ClassPass app 10 free credits! Not on ClassPass? Core® is providing [a one-month free trial](#) to new members\*.

Core Hydration® and ClassPass share a similar approach to wellness – it is not one-size-fits-all and instead is a personal journey driven by what motivates, moves, and hydrates each individual. National Hydration Day has historically served as a commemorative day on the importance of drinking water, and together Core Hydration® and ClassPass will remind consumers to prioritize their hydration routine not just on National Hydration Day, but throughout what is forecasted to be one of the hottest summers on record.

"At Core Hydration®, we believe that wellness is different for everyone, and it is important to find your balance, in whatever way works for you. This personalized approach is why we are excited to partner with ClassPass for National Hydration Day and encourage people to make hydration and wellness a priority on their own terms," said Kelli Freeman, Senior Vice President of Marketing, Keurig Dr Pepper, Inc. "We look forward to seeing how Core Hydration® drinkers and ClassPass users are celebrating and hydrating, and working toward their wellness goals this summer."

Additionally, on National Hydration Day, ClassPass will partner with their top studios across the U.S. to distribute complimentary bottles of Core Hydration® to attendees.

"As we have seen our lives get busier, we often forget to nourish the basics that help to keep our body and mind thriving. We are thrilled to partner with Core Hydration® this National Hydration Day to remind members to continue to prioritize their wellness, in whatever way that means to them," said Ivy Wu, Vice President of Growth at ClassPass.

For more information about Core Hydration® and ClassPass's partnership for National Hydration Day, visit [www.classpass.com/try/nationalhydrationday](http://www.classpass.com/try/nationalhydrationday) to sign up for your free month of ClassPass courtesy of Core Hydration®.

*\*Core Hydration will also be offering one month free of ClassPass to new members who sign up from June 14th to August 9th.*

### About Keurig Dr Pepper

Keurig Dr Pepper (KDP) is a leading beverage company in North America, with annual revenue in excess of \$12 billion and approximately 27,000 employees. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers, and markets the #1 single serve coffee brewing system in the U.S. and Canada. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's®, CORE® and The Original Donut Shop®. Through its powerful sales and distribution network, KDP can deliver its portfolio of hot and cold beverages to nearly every point of purchase for consumers. The Company is committed to sourcing, producing, and distributing its beverages responsibly through its Drink Well. Do Good. corporate responsibility platform, including efforts around circular packaging, efficient natural resource use and supply chain sustainability. For more information, visit [www.keurigdrpepper.com](http://www.keurigdrpepper.com).

### About ClassPass

ClassPass is revolutionizing the fitness and wellness industry by bringing together the world's best classes and experiences into one app. Founded in 2013 and acquired by leading wellness technology platform, Mindbody, in 2021, ClassPass connects members to millions of classes and experiences in 30 countries around the globe while working directly with businesses to merchandise their excess inventory, find new customers and generate new streams of revenue. With tens of thousands of fitness studios, gyms, and spas in the ClassPass network, members can use ClassPass to choose from a broad range of options including workout classes such as strength training, yoga, Pilates, and boxing and spa treatments such as massage, acupuncture, manicures and more. Additionally, ClassPass is now available as a wellness benefit with the world's leading employers. Learn more at <http://classpass.com>.

<https://news.keurigdrpepper.com/2023-06-15-CORE-HYDRATION-R-AND-CLASSPASS-TEAM-UP-TO-HYDRATE-THE-MASSES-ON-NATIONAL-HYDRATION-DAY>